Computer Network Environment
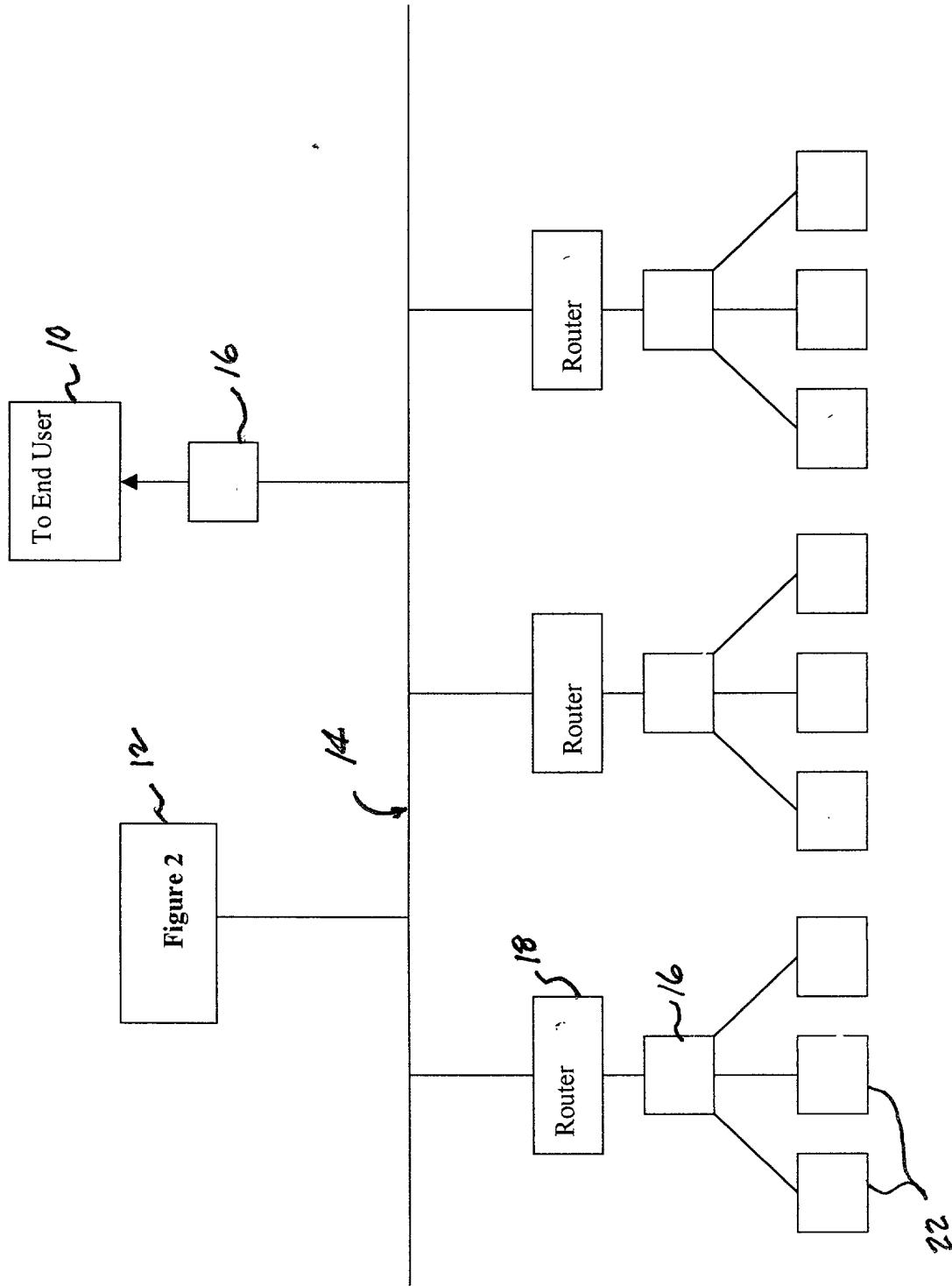

FIGURE 1

Personality Personalization System

| 1000 Data Collection | → | 2000 Classification | → | 3000 Personalization Matching |

On-line User → 100 New User? → Yes → 200 Registration

100 New User? → No → 300 New Test? → Yes → 4000

300 New Test? → No → 400 Personal Page
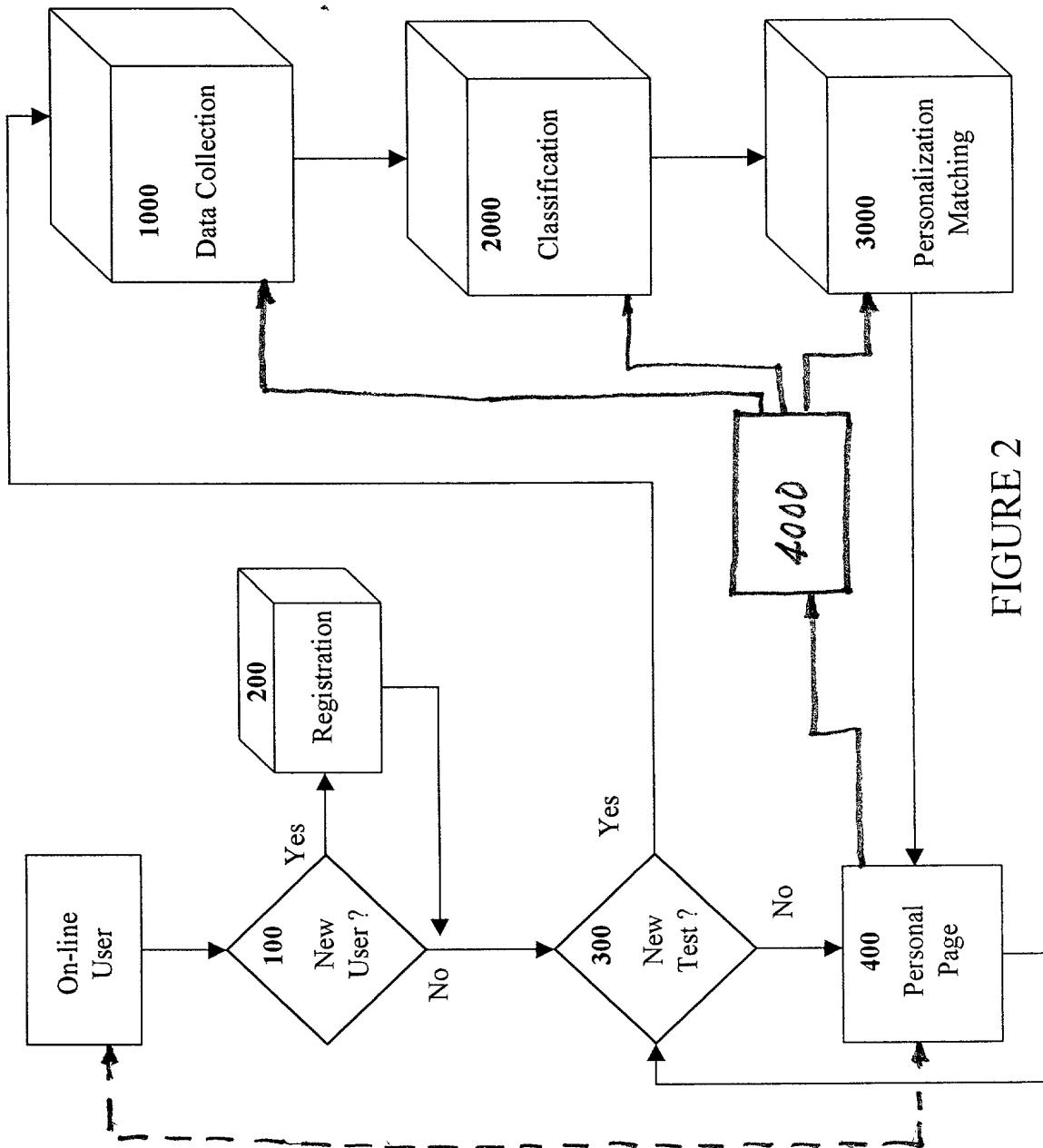
FIGURE 2

Module 1000 Data Collection

User

1100
Select
Test/Questions
Elements

1200
Test
Question/Element
Database

1300   Present Items

1400   Collect and Store Raw Data

1500
User Database

More
Test/Questions
1600

Yes

No

2000   Classify User

1700
User/Partner
Input
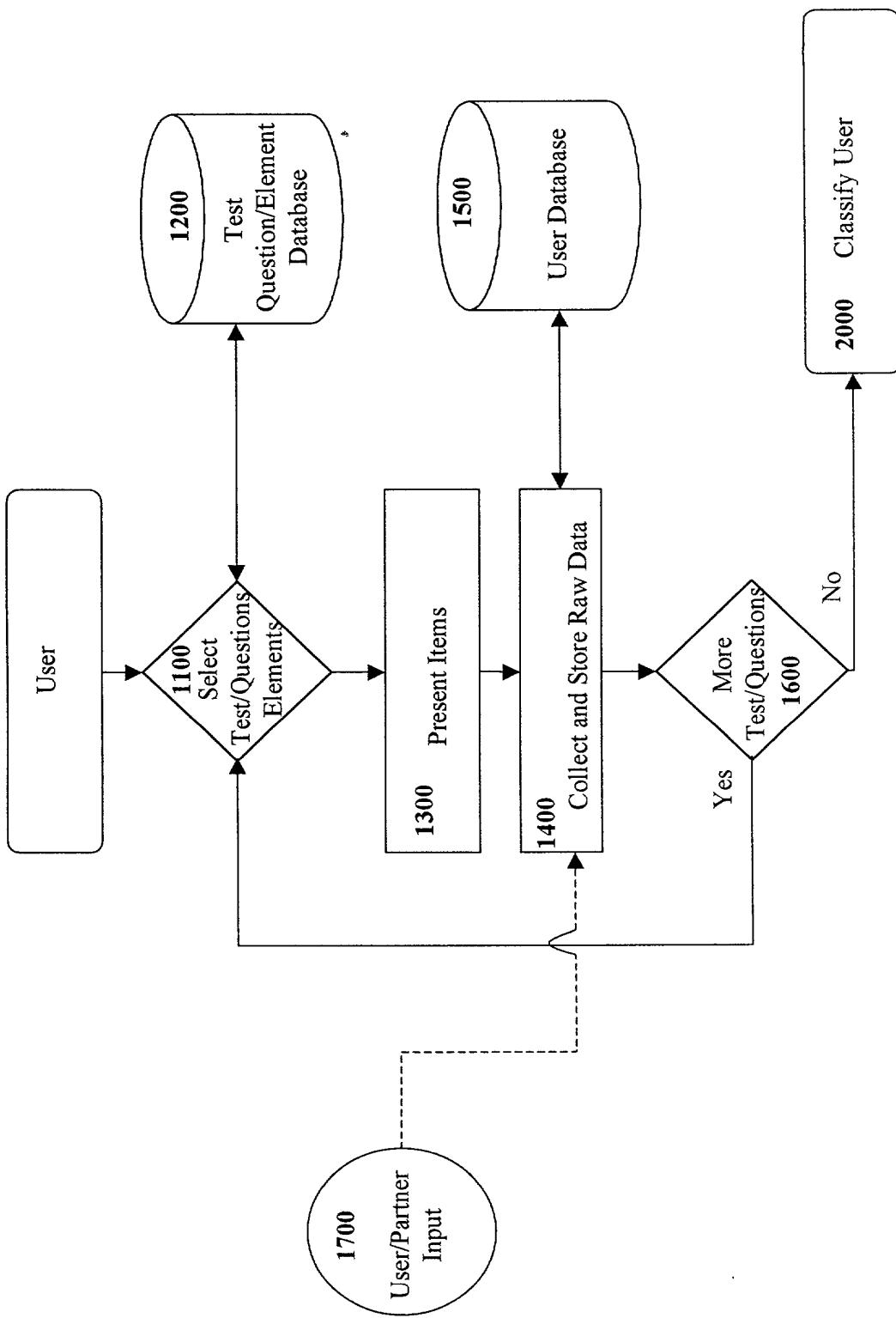
FIGURE 3

Module 1100 - Question/Test Element Selection

1200
Application Specific
Question/Element
Database

1500
User Database

1120
Select
Application
Specific
Questions/Elements

1300

To
2000

Yes

1110
Specific
Application
Selection
?

No

1100
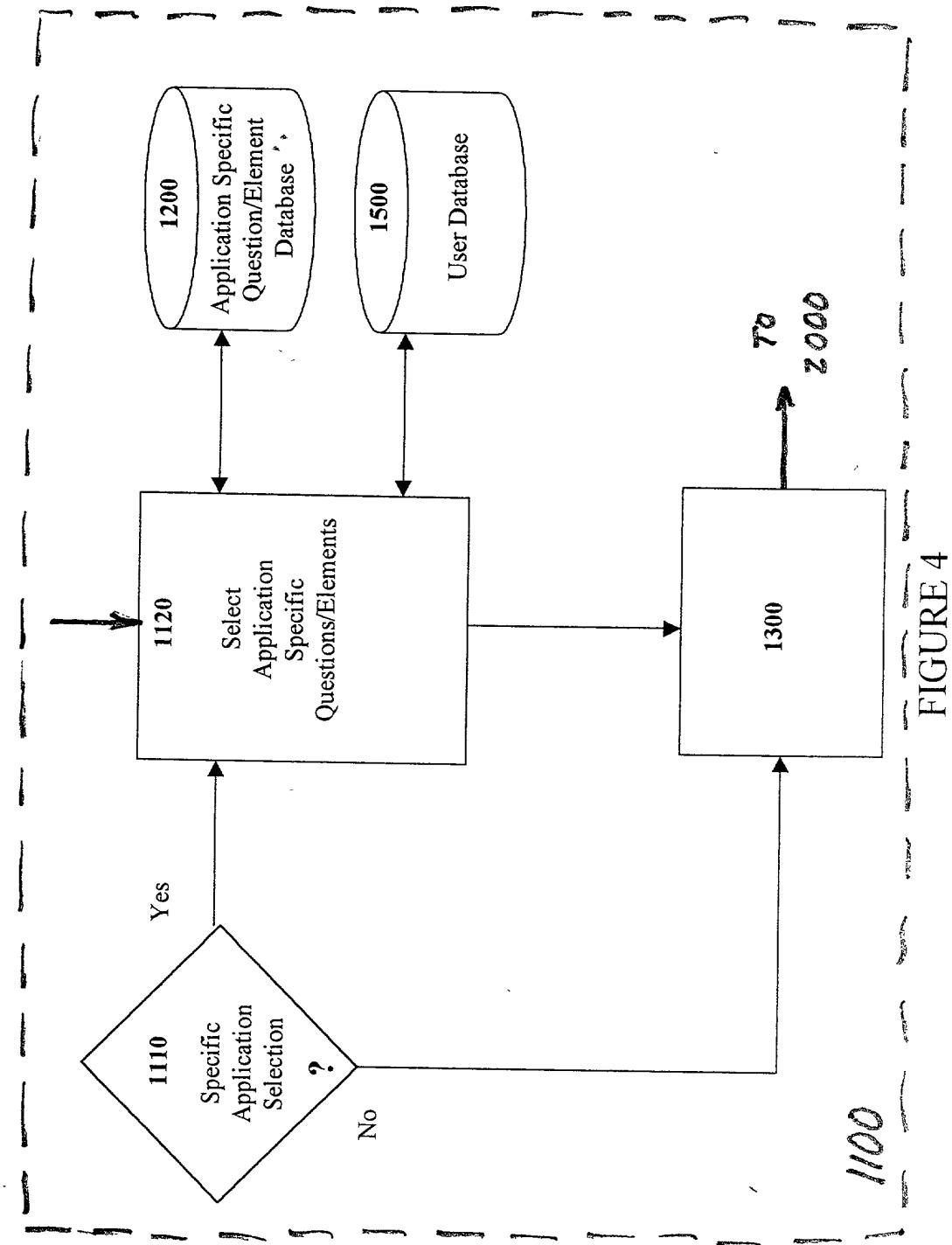
FIGURE 4

Module 1300A - Multimedia Presentation

1330
Video Question/Elements Database

1331
Audio Question/Elements Database

1332
Photographic/Image Question/Elements Database

1333
Animation Question/Elements Database

1320
Select Alternative Media of Questions and/or Elements

1300B

To 1400

1310
Present Text Questions/Election ?

No

Yes

1300A
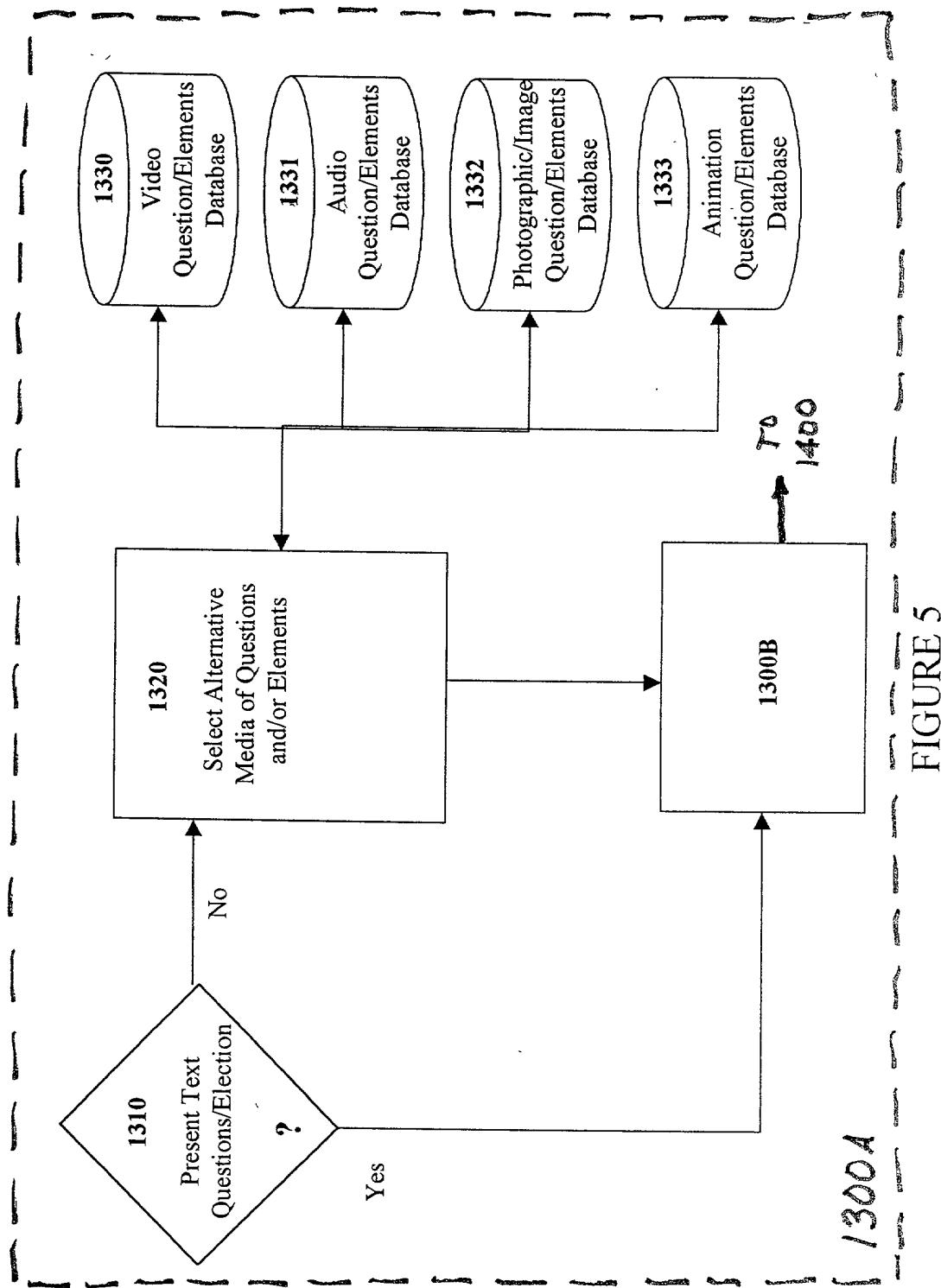
FIGURE 5

Module 1300B - Dynamic Question and Answer Presentation

1340
Static
Questions/
Testing
?

No → **1350** Random **?**

Yes →

No → **1360** Rotation **?**

Yes →

No → **1370** Conditional **?**

Yes →

No → **1380** Combination **?**

Yes →

Yes → Present Questions **1390**

TO 1400

1300B
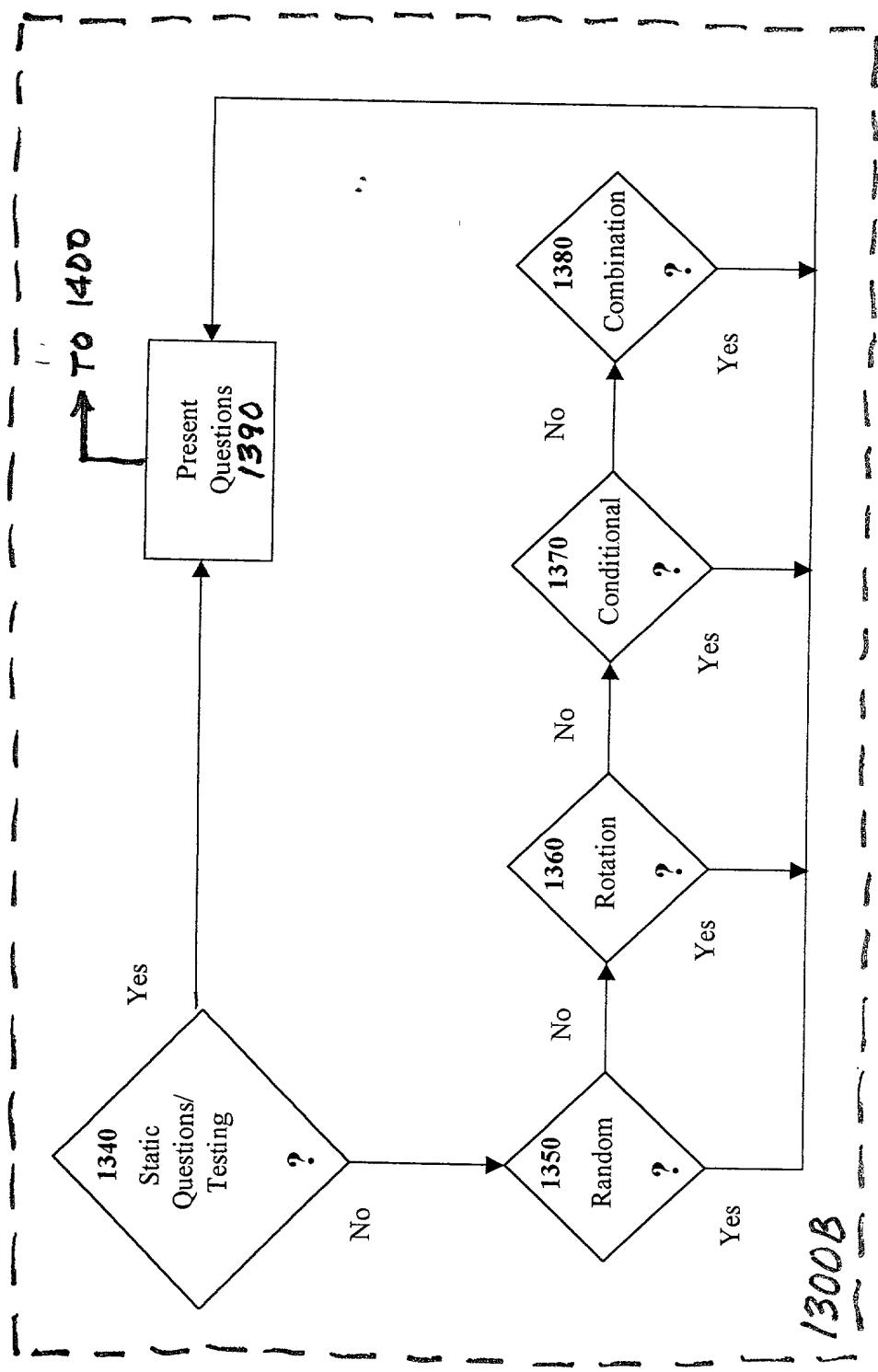
FIGURE 6

Module 2000 Classification

From 4200

2200 Single Model & Scoring Database

2500 Multi-Model & Scoring Database

3000 Matching

1000 Data Collection

2100 Select Model and Scoring

2300 Score Data

2400 Select Classification Algorithm

2600 Compare & Classify User

2000

1500 User Database
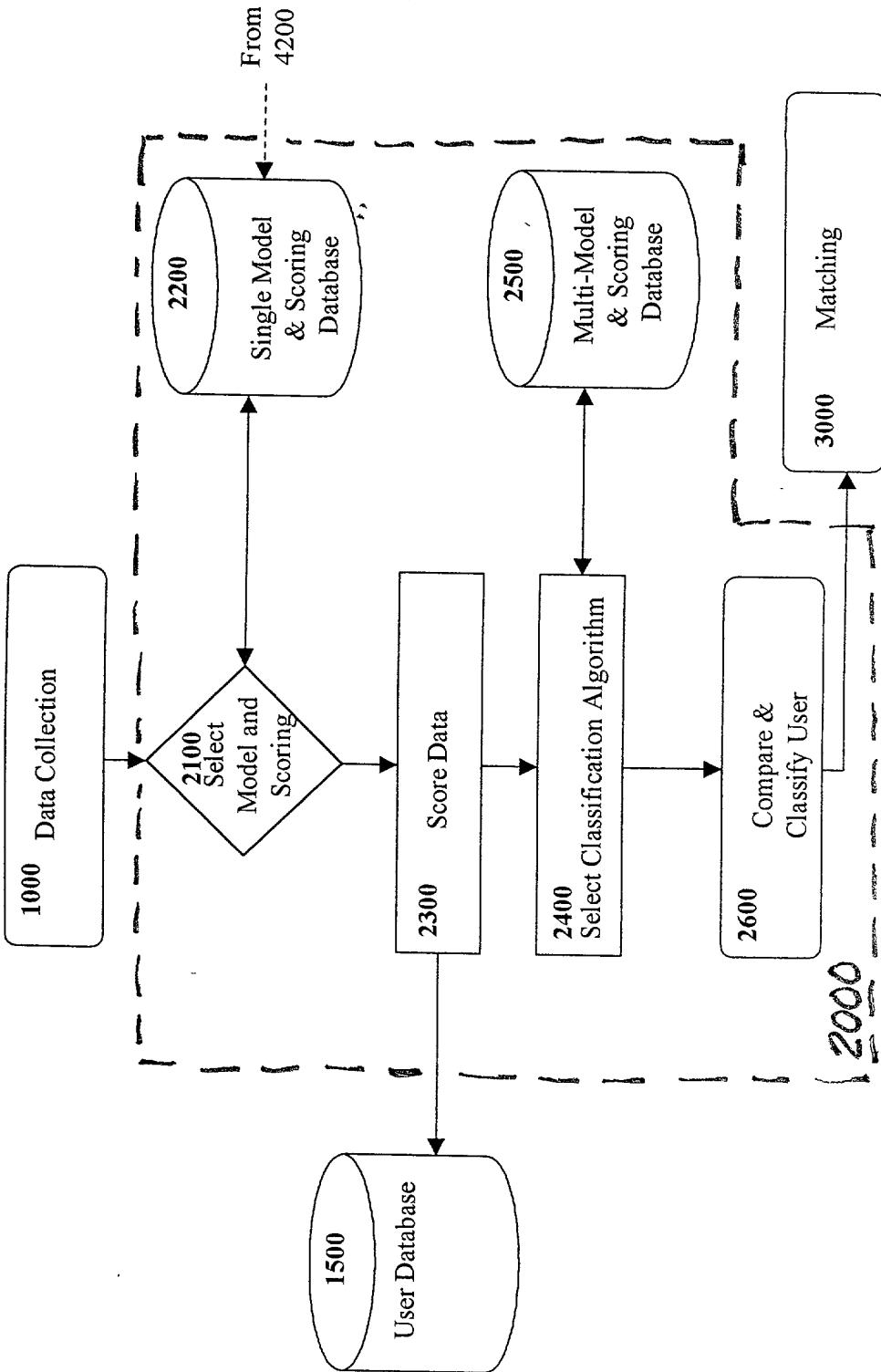
FIGURE 7

Module 2100 - Scoring Alternatives
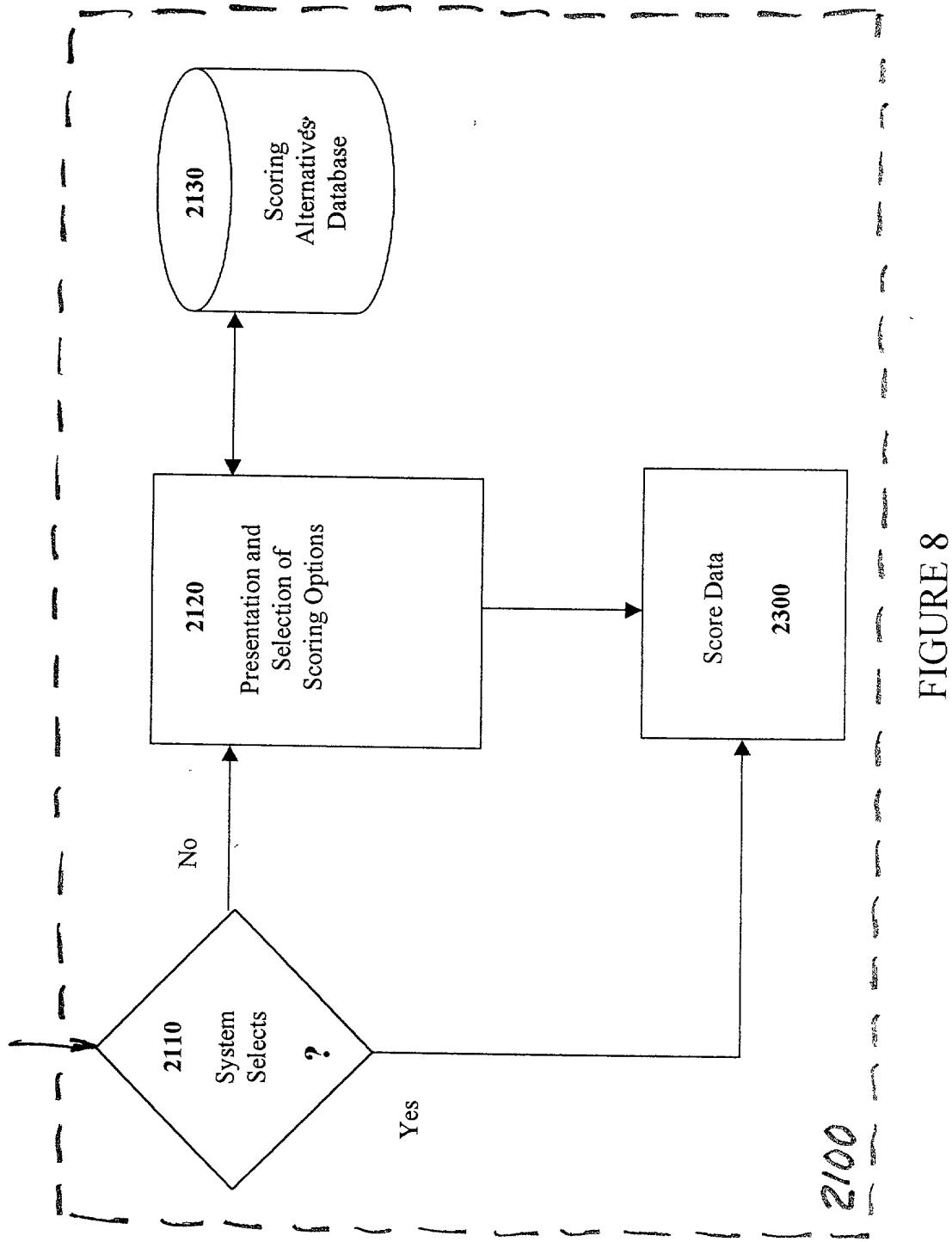
FIGURE 8

Module 3000 Matching Content

4300

User Feedback

2600
"Classified"
User

3100
Determine Content
Element(s)

3200
Matching
Algorithm

3300
Content/Advice/
Matching
Database

A

User Results

3000
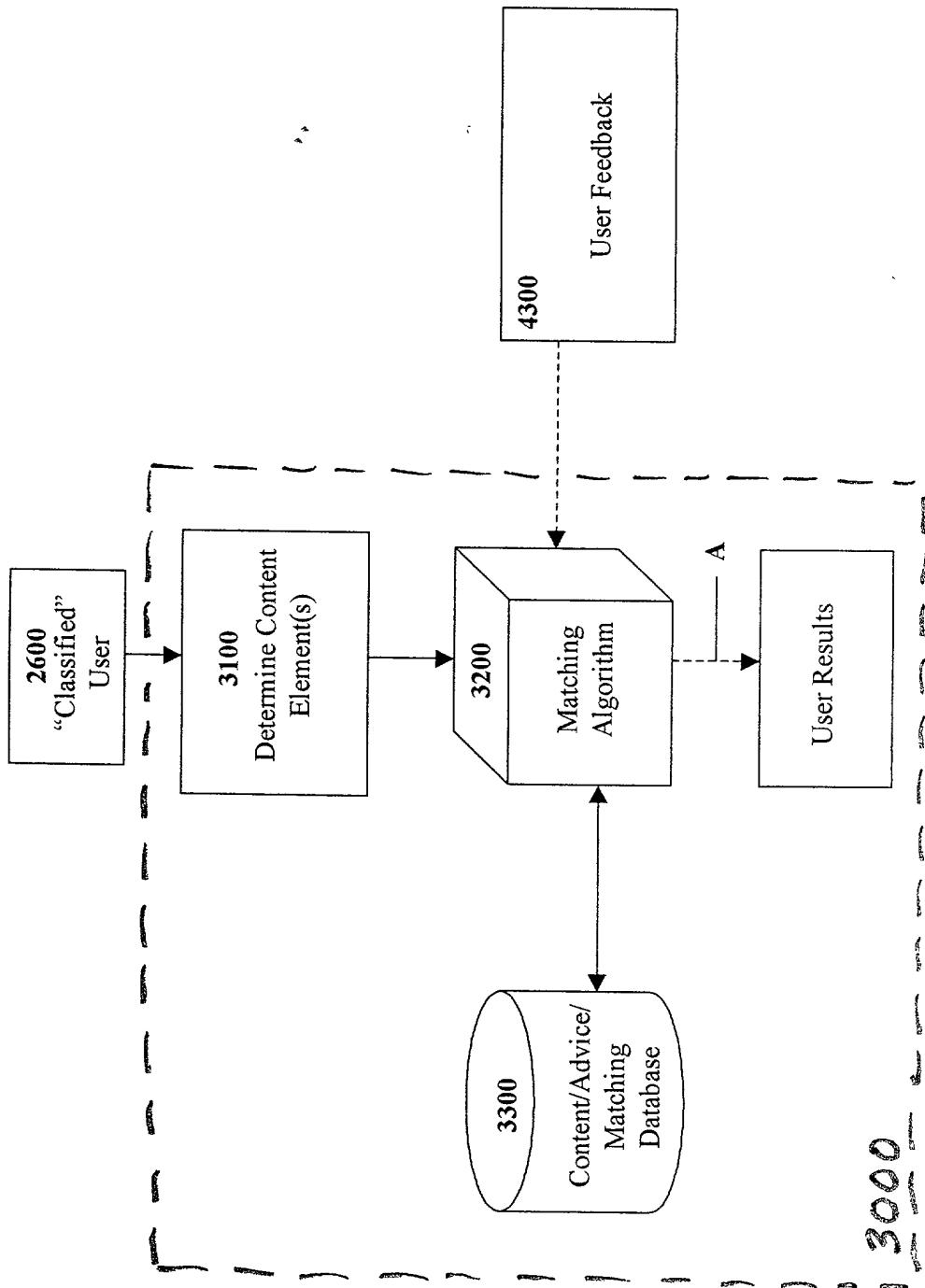
FIGURE 9

Module 3200A - Content Matching Algorithm

1500 User Database

3300 Content Database

3210 Input User Classification Data

3220 Content Selection

3230 Selection of Media for Presentation
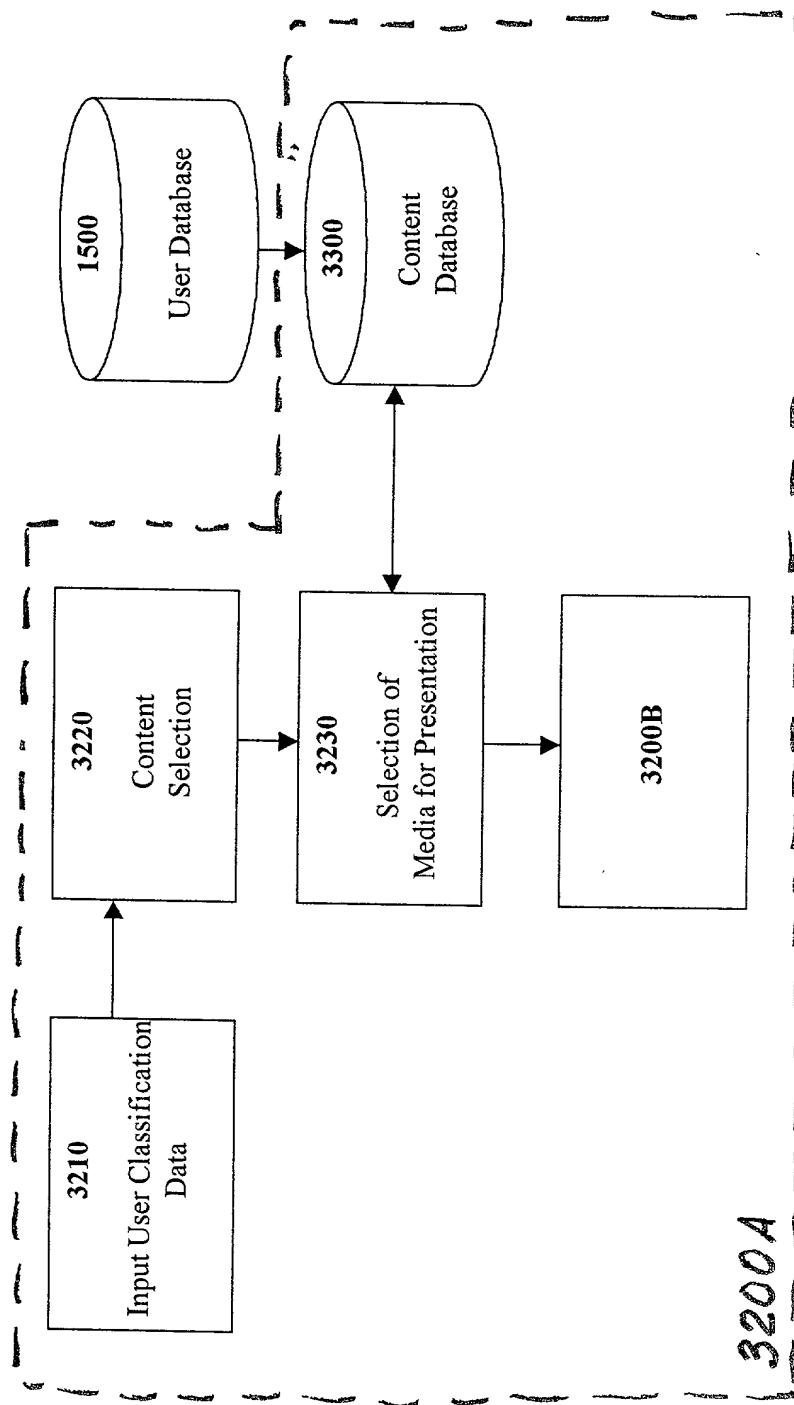
3200B

3200A

FIGURE 10

Module 3200B - Advice Matching Algorithm

1500 User Database	**3300** Content Database

3240
Select
Application

3250
Select Advice

3260
Selection of
Media Type
for Presentation

3200C

From 3200A

3200B
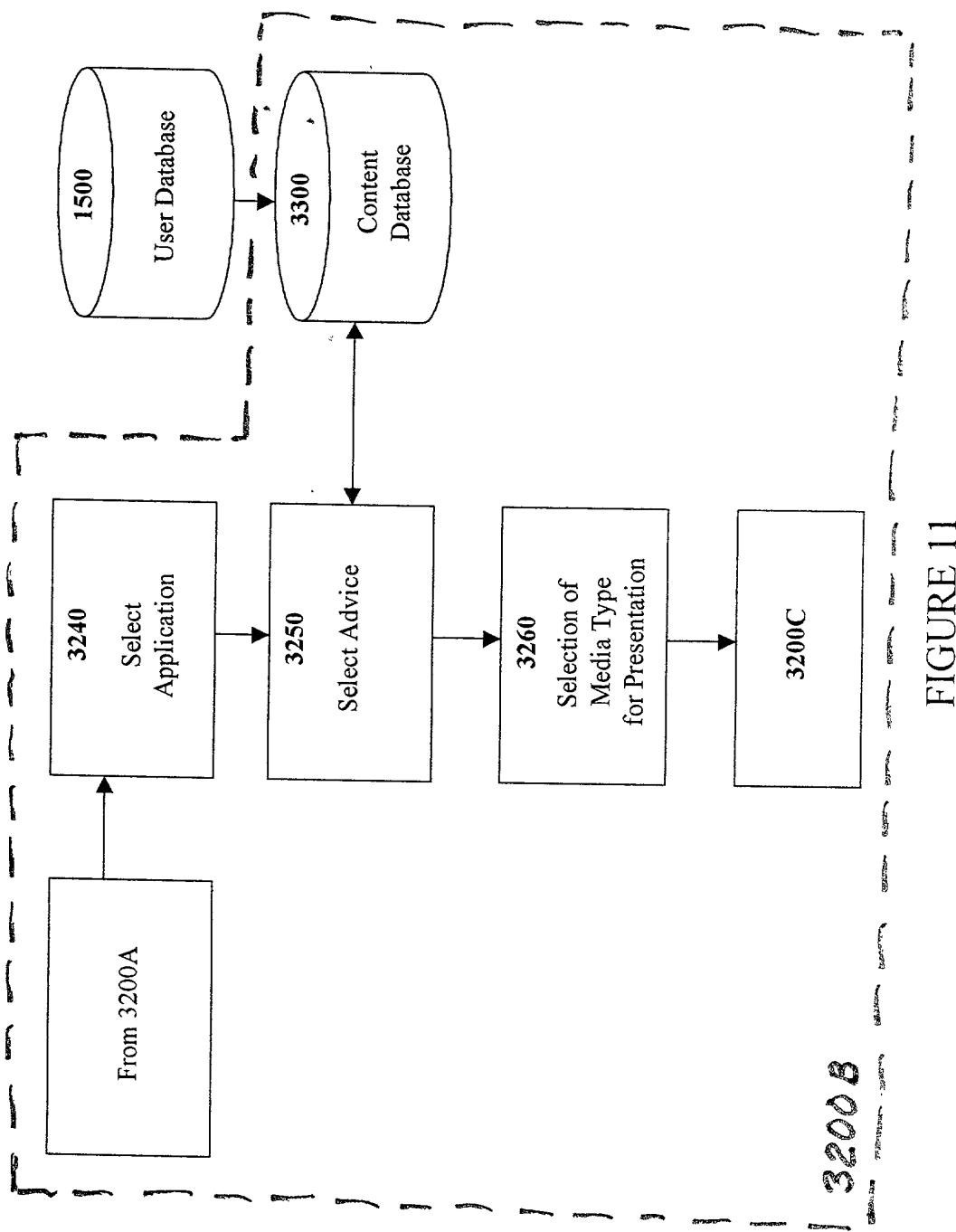
FIGURE 11

Module 3200C - People Matching Algorithm

| 1500 | User Database |
| 3300 | Content Database |

| From 3200B |

| 3270 | Choose Selection Criteria |

| 3280 | Selection |

| 3290 | Selection of Media for Presentation |

| Present Results |
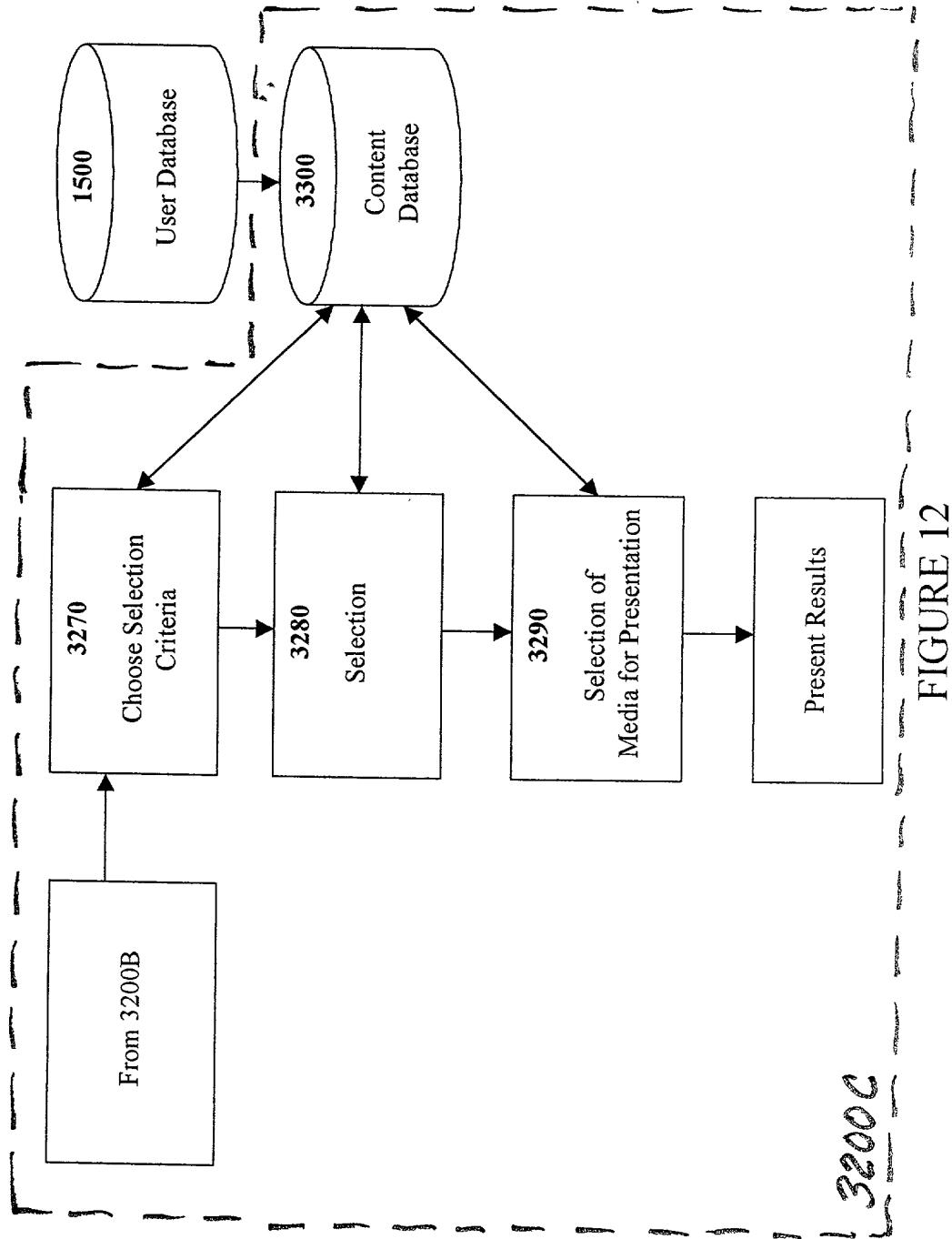
3200C

FIGURE 12

Module 4000 Automated Algorithm Updates

3000
"Classification"
Content

User

4100
User
Feedback
Submission

4300
Automated
Content
Algorithm
Update

To 3200

4200
Automated
Scoring
Algorithm
Update

To 2200

1500
User
Database

4000
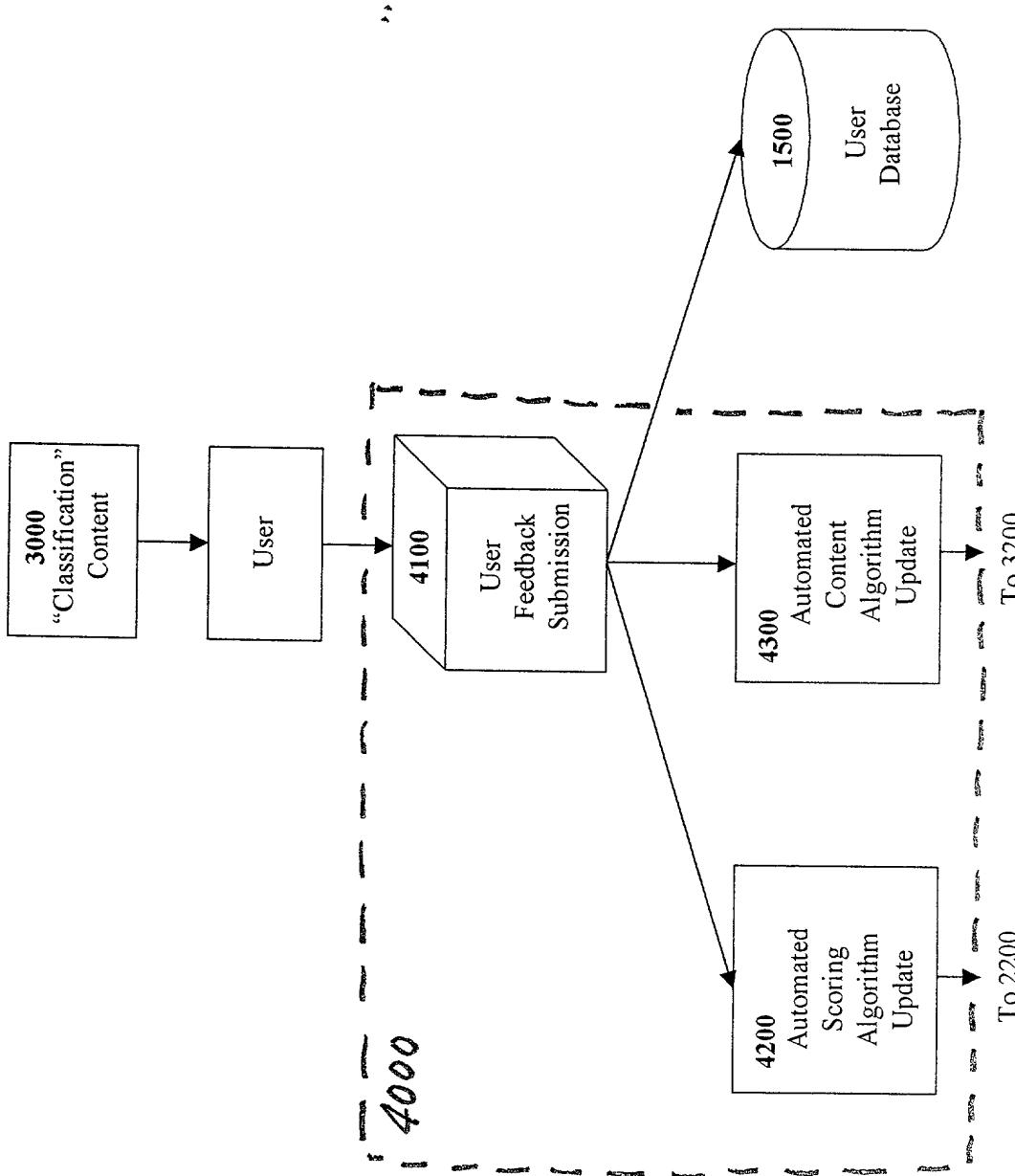
FIGURE 13

Group Testing System

FIGURE 14

FIGURE 15